

- 1 1. An information system, comprising:  
2 a controller, for generating an image representative signal adapted for  
3 use by a display device;  
4 a broadcast interface, for applying broadcast information to a  
5 controller; and  
6 an interactive information interface, for applying interactive  
7 information to said controller;  
8 said controller including said broadcast information, said interactive  
9 information and a user selectable element in said image representative signal  
10 such that corresponding presented imagery includes an interactive portion, a  
11 broadcast portion and a user selectable element.  
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- 13 2. The information system of claim 1, wherein:  
14 said user selectable element comprises a hyperlink having associated  
15 with it an object;  
16 said interactive information interface, in response to a selection of said  
17 hyperlink, includes said object associated with said hyperlink within said  
18 interactive information.  
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- 20 3. The information system of claim 1, further comprising:  
21 an input device for selecting said user selectable element, said input  
22 element comprising at least one of a keypad, a pointing device and a  
23 graphical user interface.  
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- 25 4. The information system of claim 1, further comprising:  
26 data memory for storing a user preference.  
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- 28 5. The information system of claim 1, wherein:  
29 said interactive information interface comprises a network access  
30 device.

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- 2 6. The information system of claim 5, wherein:
- 3 said internet access device includes a web modem.
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- 5 7. The information system of claim 1, wherein:
- 6 said interactive portion of said imagery comprises objects retrieved
- 7 from a network and displayed in a first image panel; and
- 8 said broadcast portion of said imagery comprises broadcast video
- 9 imagery displayed in a second image panel.
- 10
- 11 8. The information system of claim 7, wherein:
- 12 said first panel is at least partially transparent and overlaps said
- 13 second panel.
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- 15 9. The information system of claim 1, wherein:
- 16 said user selectable element includes a control button for selecting a
- 17 preference, said preference being used to determine how said broadcast
- 18 information is presented in relationship to said interactive information.
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- 20 10. The information system of claim 1 wherein said first image panel is
- 21 used to display web content.
- 22
- 23 11. The information system of claim 4, wherein:
- 24 said user preference stored in said data memory is accessible to at
- 25 least a networked server to which the preference relates.
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- 27 12. The information system of claim 1, wherein:
- 28 said interactive information interface retrieving information from a
- 29 network in response to the reception of broadcast information conforming to a
- 30 user preference.

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2 13. The information system of claim 12, wherein:  
3 said retrieved information is displayed in said first image panel.

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5 14. The information system of claim 12, further comprising:  
6 data memory for storing a user preference, said user preference being  
7 stored in said memory by a web site interacting with said interactive  
8 information interface.

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10 15. The information system of claim 12, further comprising:  
11 data memory for storing a user preference, said user preference being  
12 stored in said memory in response to user interaction via said user selectable  
13 element.

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15 16. A method of displaying information comprising:  
16 initializing a display system;  
17 receiving selected web content;  
18 receiving broadcast content;  
19 receiving personalized indicia;  
20 formatting received web content, received broadcast content, and  
21 received personalized indicia into video information; and  
22 displaying video information to simultaneously produce interactive  
23 information having a user selectable element and a television broadcast.

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25 17. A method according to claim 16 further including identifying  
26 personalized indicia within at least one of the displayed video information  
27 and an out-of-band portion of a television signal.

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29 18. A method according to claim 17 further including retrieving  
30 personalized information based on the personalized indicia.

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2 19. A method according to claim 16 wherein the personalized indicia is a  
3 web browser cookie.

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5 20. A method according to claim 15 further including retrieving  
6 preferences and formatting the received selected web content and received  
7 broadcast content based on those preferences.